

Writing for Engineers 21007  
Professor Matthew Christian

By: **Adriel Yens**

**February 2024**

## **Company Overview**

Company: Microsoft

Location: New York City, New York, United States

Profession: Software Engineer

Microsoft's mission is to empower every person and every organization on the planet to achieve more. [About Microsoft](#)

Microsoft creates platforms and tools powered by AI to deliver innovative solutions that meet the evolving needs of our customers. The technology company is committed to making AI available broadly and doing so responsibly, with a mission to empower every person and every organization on the planet to achieve more. [Facts About Microsoft](#)

We market and distribute our products and services primarily through the following channels: OEMs; distributors and resellers; and online.

## **Distribution, Sales, Marketing**

### **OEMs**

Microsoft distributes its software through OEMs, who pre-install it on devices like PCs, tablets, and smartphones before selling them. The largest part of this business is Windows, but OEMs also install other Microsoft products like Office and server software. Microsoft also promotes services like Windows SkyDrive through OEMs.

There are two types of OEMs. **Direct OEMs** are large global manufacturers, such as Dell, HP, and Lenovo, that have direct agreements with Microsoft. **System Builders** are smaller PC manufacturers that obtain Microsoft software through distributors instead of direct agreements.

### **Distributors and Resellers**

Many organizations license Microsoft products and services directly through enterprise agreements, supported by Enterprise Software Advisors, including solution integrators and independent software vendors. Others license them indirectly through large account resellers (LARs), distributors, value-added resellers (VARs), OEMs, and retailers. LARs primarily serve large organizations, while VARs focus on small to mid-sized businesses. Major distributors include Ingram Micro and Tech Data, while top resellers include CDW, Dell, and Insight Enterprises.

Microsoft Dynamics software is sold through a global network of channel partners offering specialized services. Retail packaged products are distributed through non-exclusive distributors, resellers, and retail stores like Wal-Mart and Microsoft Stores. Hardware products, such as Surface and Xbox, are also sold through third-party retailers and Microsoft Stores. Microsoft's field sales representatives support distributors and resellers with orders, training, and sales assistance.

### **Online**

While client-based software remains important, Microsoft is increasingly focusing on cloud-based services. Consumers access online content and services through

platforms like Bing, Office Web Apps, Office 365, Xbox LIVE, Outlook.com, Skype, and the Windows Store. Businesses use commercial cloud services such as Exchange Online, Microsoft Dynamics CRM Online, Windows Azure, Windows Intune, and Office 365, which includes online versions of Office, Exchange, SharePoint, Lync, and Yammer.

Microsoft also offers an online advertising platform, developer resources, and product updates. Cloud services are sold through enterprise agreements, direct sales, partner-supported sales, and resellers like telecom providers. Additionally, Microsoft sells products through its online store. [Distribution, Sales and Marketing](#).

### **Customers**

Our customers include individual consumers, small- and medium-sized organizations, enterprises, governmental institutions, educational institutions, Internet service providers, application developers, and OEMs. Consumers and small and medium-sized organizations obtain our products primarily through distributors, resellers, and OEMs. No sales to an individual customer accounted for more than 10% of fiscal year 2013, 2012, or 2011 revenue. Our practice is to ship our products promptly upon receipt of purchase orders from customers; consequently, backlog is not significant. [Customers](#)

### **General**

Microsoft was founded in 1975. Our mission is to enable people and businesses throughout the world to realize their full potential by creating technology that transforms the way people work, play, and communicate. We develop and market software, services, and hardware devices that deliver new opportunities, greater convenience, and enhanced value to people's lives. We do business worldwide and have offices in more than 100 countries.

We generate revenue by developing, licensing, and supporting a wide range of software products and services, by designing and selling hardware devices, and by delivering relevant online advertising to a global customer audience. In addition to selling individual products and services, we offer suites of products and services.

We conduct research and develop advanced technologies for future software, hardware, and services. We believe that we will continue to grow and meet our customers' needs by delivering a family of devices and services for individuals and businesses that empower people around the globe at home, at work, and on the go, for the activities they value most. We will continue to create new opportunities for partners, increase customer satisfaction, and improve our service excellence, business efficacy, and internal processes. [General](#)

### **Why do I want to work here?**

Microsoft goals are to make better products for their customers, make small businesses grow, and I want to be part of that. Microsoft is a very big company with millions of users and I want to make the experience easier for those users. Microsoft offers a lot of benefits to their employees: Comprehensive healthcare, mental health support and free therapy sessions, fitness reimbursement and wellness programs, and remote working. Aside from that, Microsoft can help me build my own skills as a Computer Science major, allowing me to dive more into what I want to pursue.

## **Position Overview**

Profession: Software Engineer

Date posted: February 04, 2025

Full-time

With continued growth in the advertising industry and the desire to leverage technology and data to address problems that touch all aspects of our lives, Microsoft's Advertising (MSA) Platform is growing to meet these challenges! Microsoft's Advertising (MSA) Platform is hiring experienced software engineers to join agile and diverse engineering teams in MS Dynamics 365 Platform, Azure Data Lakes, Power Apps and Integration with various internal systems

As a **Software Engineer II** you will join an engineering team responsible for the architecture, development, and administration of the Microsoft Advertising Sales

tool, Dynamics 365 Platform and its associated integrations. Dynamics 365 Platform is critical to the success of our Sales, Service, and Marketing teams and you'll play a key role in delivering high priority business impactful features. This opportunity will allow you to in learning unique advertising business, accelerate your career growth, develop deep business acumen, hone your selling skills, mentoring engineers and become adept at deal structuring. This position offers a flexible work opportunity working in NYC office 2-3 days a week and work from home.

Microsoft's mission is to empower every person and every organization on the planet to achieve more. As employees we come together with a growth mindset, innovate to empower others, and collaborate to realize our shared goals. Each day we build on our values of respect, integrity, and accountability to create a culture of inclusion where everyone can thrive at work and beyond.

## **Responsibilities**

- Works with appropriate stakeholders, cross-functional teams to determine user requirements for a set of features.
- Contributes to the identification of dependencies, and the development of design documents for a product area with little oversight.
- Creates and implements code for a product, service, or feature, reusing code as applicable.
- Contributes to efforts to break down larger work items into smaller work items and provides estimation.
- Acts as a Designated Responsible Individual (DRI) working on-call to monitor system/product feature/service for degradation, downtime, or interruptions and gains approval to restore system/product/service for simple problems.
- Remains current in skills by investing time and effort into staying abreast of current developments that will improve the availability, reliability, efficiency, observability, and performance of products while also driving consistency in monitoring and operations at scale.

### Required Qualifications:

- Bachelor's degree in computer science or related technical field AND 2+ years technical engineering experience with coding in languages including, but not limited to C, C++, C#, Java, JavaScript, or Python
  - OR equivalent experience.
- Experience in Dynamics 365 features, workflows, dashboards, business processes, reports, plugins, and SSIS scripts.
- Experience in Power Apps, Power Platform, Azure Data Factory, PySpark, Databricks and Azure Data Lakes

### Preferred Qualifications:

- Bachelor's Degree in Computer Science
  - OR related technical field AND 4+ years technical engineering experience with coding in languages including, but not limited to, Power Apps, Power Platform, Azure Data Factory, PySpark, Databricks and Azure Data Lakes, C, C++, C#, Java, JavaScript, OR Python
  - OR Master's Degree in Computer Science or related technical field AND 2+ years technical engineering experience with coding in languages including, but not limited to, Power Apps, Power Platform, Azure Data Factory, PySpark, Databricks and Azure Data Lakes, C, C++, C#, Java, JavaScript, or Python
  - OR equivalent experience.

Software Engineering IC3 - The typical base pay range for this role across the U.S. is USD \$98,300 - \$193,200 per year. There is a different range applicable to specific work locations, within the San Francisco Bay area and New York City metropolitan area, and the base pay range for this role in those locations is USD \$127,200 - \$208,800 per year.

[Position Overview: Software Engineer II.](#)

# Resume

## Adriel Yens Feliz

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### Work Experience

#### Deli Manager

*Food Universe Supermarket | New York, NY | July 2024 - Current*

- Supervised deli staff to ensure efficient customer service.
- Trained new employees on proper food handling techniques and safety regulations.
- Created promotional displays to attract customers to the deli section.
- Established policies and procedures for the safe storage and rotation of food products.

#### Auto Collision Repair

*Body Shop*

- Attended Summer Youth courses annually throughout high school. Engaged in auto collision repair at a body shop
- Provided hands-on instruction in the use of tools, equipment, and techniques used in auto collision repair.

#### Summer Camp

*School*

- In my second year of high school, I participated in summer youth.
- Maintained cleanliness of facility grounds by sweeping, mopping, dusting, and removing trash.
- I worked in a school, taking care of children in a summer camp, and learning leadership.

### Education

#### City College of New York

*Current Student - Computer Science B.S.*

August 2023 - Expected to graduate on 2027  
New York, NY

#### Alfred E. Smith High School

*H.S. Diploma*

August 2019 - June 2023  
New York, Bronx

### Skills

- Bilingual
- Communication
- Leadership
- Social Media
- Staff Training
- Customer Service
- Adaptable

### Accomplishments

- Vice president of Honor Society
- Attended 3 AP classes

# Cover Letter

Dear Hiring Team,

I am in a wonderful mood today. I am applying for the role of Software Engineer II in Microsoft Advertising (MSA) Platform after I came across it on the Microsoft Careers platform. I am currently studying for my Bachelor's degree in Computer Science from City College of New York. I have a practical exposure to leadership, problem-solving, and team working, and I'm looking forward to helping Microsoft in its vision of enabling individuals and companies around the world.

I developed a strong background in problem-solving and coding at City College, thanks to course work and self-work. As my professional background is unconventional for a software engineer role, my work in Food Universe Supermarket exposed me to leadership, team working, and process improvement capabilities that I believe would be of utility in this role, such as team management, staff training, and system optimization. Leadership, team working, and system improvement are areas that align with the duties of this role, i.e., working in a team effectively and making contributions to system design and build.

I would love to work on Dynamics 365 Platform and in helping Microsoft Advertising grow. I developed business process management knowledge at Food Universe that allowed me to learn to appreciate making decisions that are informed by facts and to have smooth system integration. I believe that these areas of work would be of utility in using tools such as Power Apps, Azure Data Factory, and Databricks.

Moreover, I am eager to build my technical capabilities and take advantage of the opportunity to work on new technologies that deliver practical impact to Microsoft's marketing and sales groups. I am efficient in agile settings and enjoy working in collaboration to deliver business-influencing capabilities. I am certain that my love of technology coupled with my growth mindset will enable me to be a fantastic team member.

I appreciate you taking time to consider my application. I would be thrilled to be given a chance to discuss in more detail ways in which my background and interest can be leveraged to help meet the objectives of the Microsoft Advertising (MSA) Platform. I am eager to be given a chance to be a member of your team and to continue to build my career at Microsoft.

Sincerely,  
Adriel Yens



## **Elevator Pitch**

Hello, my name is Adriel yens, and I'm a Computer Science student at City College of New York. I have a strong interest in software engineering and AI, and I'm actively developing my coding skills, starting with Python. Throughout many leadership roles, I strengthened my ability to collaborate and adapt in fast-paced environments. I'm eager to apply these skills in tech, solving real-world problems, and to show what I can bring to this company. I'm excited about the work happening at Microsoft and would love to sit down with you to discuss how I might be a good fit for your department. Please let me know when a good time to chat might be.

## **Reflection**

I really enjoyed doing this. Although I already did this assignment in the past before, I think doing it again improved my skill when it comes to writing cover letters, which is something I most definitely struggle with. I decided to stay away from doing the ChatGPT cover letter because while it is easy it was also the reason why I failed my last class... Searching about a new company can be more interesting then doing the same one again and it made me better when it comes to that. While I do think I improved I don't think I was perfect of course, there is plenty room to be better, I could have a reference but I felt like there wasn't really anyone that could refer to what I'm hoping to be in the future. I learned quite a lot from the slides too, and learned a lot from my peers. Overall I feel like I did a pretty good job here.